SAAB V4
96 SEDAN + 95 STATION WAGON, 1971

OA 46191
If Saab thinks about you... shouldn't you think about Saab?

It's about time you thought about Saab. Mainly because we've been thinking about you ever since we built our first car in 1909. Thinking about you is part of our heritage. We're one of the largest designers and builders of advanced jet aircraft in the world. And we've learned to think about you. Whenever we build anything. A plane. Or a car. Examine a Saab V4 and you'll know what we mean. It shows right through.

What we've learned about comfort, safety, reliability and performance building planes. we've applied to our cars. That's why our V4 has one of the lowest air resistance coefficients in the world (0.37). V4's aerodynamic design works harder for you. You need less power to run at any speed. (And that means you use less gas.)

The basic V4 structure has immense strength. We test every inch of it with equipment we developed for testing jet fighters. Solid beams and strong steel profiles form the passenger space. The compartment will remain basically intact even in the case of a severe collision.

When we built the V4, we were thinking of you in every conceivable driving situation and under every driving condition. For example, V4 has front wheel drive. The front wheels are the driving wheels. The rear wheels roll freely. Just part of the explanation for V4's superb stability and traction in any weather. On any road. (Other factors that give V4 its superior road holding characteristics: low unsprung weight, low center of gravity, a one-piece rear axle that gives constant track and always maintains the wheels at right angles to the pavement.) The V4 has our world renowned fail-safe dual-diagonal braking system. Because we thought you'd like the security of knowing that you'll stop straight everytime. Even if one brake circuit becomes damaged.

Our steering wheel column. Another example of the way we think of your safety. It's collapsible. It's designed to 'fold' at an impact. As for comfort, we think you'll like how we thought of you. V4 has soft breathing all-vinyl covered seats. Floor mats all around. All beautifully coordinated. V4 doesn't sway on curves. And you'll have no excess road or engine noise to contend with. The thinking that went into V4 for you, makes driving it a pleasure you won't experience in any other car.

Now, take a look at all the colors we're offering you this year. 7 of them. (More than most imports.) Because we thought you'd like to have a wide variety to choose from. Tyrol Green, White, Torneador Red, Savanna Beige, Blue, Silvermink, And Black. And we thought enough about you to assure you that the color you pick will look bright and new. Even after years of driving. We employed a new painting method. The Electro- phoners method. We call it Electro-Dip. Simply, here's how it works. We put the car body in a paint bath. Shoot electrical currents through it. And take it out to dry. Results: paint on every inch of the body (no bare spots anywhere), better adhering (the paint won't peel off), higher gloss and harder surface. See. We think of you inside and out.

If Saab thinks about you... shouldn't you think about Saab?
The other car makers don't think about us
They worry about us

If Sash thinks about you... shouldn't you think about Sash?
Saab wins with amazing consistency. What does all this winning mean? It means we've beaten every car in our class
in the world. Think about it.
The thinking we put into Saab 95 makes it different from most other station wagons. Most noticeable is the number of variations possible. It can carry passengers in the front seat. In the center seat. And in the extra rear seat. Or passengers in front and center, and over 440 lbs of cargo in the rear. Or up to half a ton of cargo. With the two rear seats converted. (Most station wagons offer only two of these alternatives.) And no matter how much of a load 95 carries, it never loses any of its exceptional road holding ability. Loading it is easy, too.

You reach the cargo space simply by opening the rear door upward. And 95 is rough and rugged inside. No rug to damage. No paint to chip. Just steel plate covered with a thick plastic coating. We thought about your comfort and convenience when we designed the interior of 95. We made it practical, as well as plush. With highly durable vinyl that’s a snap to clean. And our flat floor makes taking out the rug for cleaning, easy too. At the rear edge of 95’s roof you’ll find the famous ‘air foil’, introduced by Saab, and since copied by many other car makers. This foil diverts air over the rear window. The air stream lessens the underpressure and thus keeps dirt and debris away from the window. We probably designed Saab 95 the way you would have. But that’s probably because we built it thinking of you.

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